

Opportunity

MTV FOMO!

Video on Demand / Catch Up
Sponsorship Opportunity



Channel



Dates

April - Sept 2019

Cost

The Opportunity

MTV FOMO - never miss out on your favourite shows! For the first time we are offering a bespoke VOD Sponsorship of MTV's best content. Sponsoring MTV FOMO is the perfect opportunity to target a strong 16-34 year old audience. Associate your brand with MTV's most addictive and binge-worthy shows on catch up.

The Content

This package features all of MTV's shows that feature on Sky Go and the Sky set top box video on demand platforms.

For Example;

Just Tattoo of Us - Just Tattoo of Us will put relationships to the test by asking pairs of friends, family members and couples to design tattoos for each other. What could possibly go wrong?

Ex On The Beach - Now in it's 10th series, eight single girls and guys head to the beach looking for love but they're in for a tidal wave of an adventure as their ex's begin to show up one by one.

Catfish: The TV Show - From the producers of the acclaimed documentary film, Catfish, comes the MTV series where young couples take their online romances into the real world. What will happen when they meet in person for the first time?

MTV VOD Audience

- They're young - **67%** adults 16-34
- They're upmarket - **55%** ABC1 Adults
- MTV FOMO Viewers more likely to spend over £500 on Beauty & Fashion products (i.148)
- They're twice as likely to search online for things seen advertised on TV (i. 285), try new products & brands (i.241) and buy on impulse (i.200)

Source: TechEdge/BARB; Based on 2018 YTD; TV VOD viewers; MTV

Scheduling & Accreditation

- 1 x 10" sponsorship ident per show on Sky Go
- 3 x 10" Sponsorship ident per show on TV VOD

Contact Details

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